

New Report Shows

California Still Leads All Others in Wine Use

TURBINE METAL
Gas turbine engines being developed for future super-highway trucks contain as much as 100 pounds of nickel in various vital parts of the engine.

California is still the nation's leading wine drinker, but the rest of the country is slowly beginning to catch up, according to a special wine report prepared by the Economics Research Department of Bank of America.

The average Californian, according to the bank's "Grapes, Wine and Brandy Review and Outlook," drinks more than double the wine consumed by individuals in other states, and he is more inclined to drink table wines at mealtime than other Americans.

The report gives credit for the changing trend in the aggressive promotion by individual brands and by the Wine Institute which has made consumers more aware of the high quality products turned out by California wineries, and to the large increase in foreign travel since World War II which has introduced many Americans to the habit of drinking wine with meals.

States accounted for 15.6 per cent last year.

Apparent consumption in the United States has more than doubled in the last 10 years, and in 1963 was about

3.5 million gallons. However, the bank report also cites concern among brandy producers and distributors over lowering of tariffs which has permitted other countries to bring in a relatively large quantity of lower-quality brandies.

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The national average wine consumption was .933 gallon a year per person in 1963, but in California it was 2.12 gallons, the report points out. Nationwide sweet dessert

EVEN AT THAT, Californians do not drink wines as heavily as in some other countries. The average Frenchman consumes 35 gallons a year, the Italian used 31 gallons, and the German drinks 3 1/2 gallons.

CALIFORNIA wines account for 76.2 per cent of the wine consumed in the United States last year, a decrease from the recent high of 84 per cent in 1953. Foreign wines are grabbing a larger share of the American wine consumption, growing from 4.1 per cent in 1951 to 8.2 per cent in 1963. Other wine producing areas in the United

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